



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2017
"New Experience, New Engagement"

Technological Innovation and Business Strategy

Prof. Tae Young Choi, The University of Melbourne

SHORT COURSE DESCRIPTION

Technological innovation has become the cornerstone of any technologically advanced nation. There is enormous international competition to be players in the race to produce technologies that will have immediate relevance to dynamic markets. Business Strategy is integral to technological innovation, not only in the development of new technologies, but in how the technologies reach the markets and contest for market share at the hands of their stakeholders. Students will examine the often-conflicting dividing line between collaboration and competition relevant to the research, development and distribution of new technologies.

READING MATERIALS

List of selected reading materials will be compiled and provided to the students through an online based LMS. Further details of the reading materials and access to the online LMS will be introduced during the first lecture session.

COURSE REQUIREMENTS AND GRADING

This course relies upon engagement and exchange of international views. Seat-warming will be strongly discouraged and active participation is expected. Since attendance is noted, students with travel plans and those with employment commitments that conflict with class schedules should not enroll in this course.

SKKU regulations require students to attend at least 80% of all classes. Academic dishonesty of any nature results in immediate failure of this course. All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass).

Your 100 points will be comprised from the following five assessment components. You must attempt all components. Failure to attempt any of assessment without a prior consent will result immediate failure of this course.

Attendance	Participation	Individual Learning Journal	Group Case Presentation	Group Case Report
10%	20%	20%	30%	20%

COURSE SCHEDULE

– WEEK I –

Tuesday (27 June)

Introduction to course and setting the foundations for technological innovation and business strategy

Wednesday (28 June)

1 Day MBA – Strategy? What is it? Why does it matter?

Thursday (29 June)

Innovation, entrepreneurship and technological innovation

Friday (30 June)

Cases in technological innovation and business strategy I

– WEEK II –

Monday (3 July)

Innovation, entrepreneurship and technological innovation

Tuesday (4 July)

Cases in technological innovation and business strategy II

Wednesday (5 July)

Assessing organization's capabilities: resources, processes, & priorities

Thursday (6 July)

Cases in technological innovation and business strategy III

Friday (7 July)

Enactment of technology strategy-developing a firm's innovative capabilities

– WEEK III –

Monday (10 July)

Linking new technology and novel customer needs

Tuesday (11 July)

Cases in technological innovation and business strategy IV

Wednesday (12 July)

Preparation for project report and presentation

Thursday (13 July)

Group case presentations & discussions I

Friday (14 July)

Group case presentations & discussions II

– WEEK IV –

Monday (17 July)

Course summaries, reflections & implications